File   15:ABI/Inform(R) 19⬤-2002/Jun 22
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            (c) 1999 The Gale Group
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            (c) 2002 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2002/Jun 20
            (c) 2002 The Gale Group
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            (c) 2002 Resp. DB Svcs.
File   20:Dialog Global Reporter 1997-2002/Jun 24
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            (c) 2002 McGraw-Hill Co. Inc
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            (c) 2002 San Jose Mercury News
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            (c) 2002 The Gale Group
File 810:Business Wire 1986-1999/Feb 28
            (c) 1999 Business Wire
File 813:PR Newswire 1987-1999/Apr 30
            (c) 1999 PR Newswire Association Inc
File   2:INSPEC 1969-2002/Jun W4
            (c) 2002 Institution of Electrical Engineers
File   35:Dissertation Abs Online 1861-2002/May
            (c) 2002 ProQuest Info&Learning
File   65:Inside Conferences 1993-2002/Jun W3
            (c) 2002 BLDSC all rts. reserv.
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            (c) 2002 Cambridge Sci Abs
File   99:Wilson Appl. Sci & Tech Abs 1983-2002/May
            (c) 2002 The HW Wilson Co.
File 233:Internet & Personal Comp. Abs. 1981-2002/Jun
            (c) 2002 Info. Today Inc.
File 256:SoftBase:Reviews,Companies&Prods. 82-2002/May
            (c)2002 Info.Sources Inc
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            (c) 2002 The New York Times
File 475:Wall Street Journal Abs 1973-2002/Jun 21
            (c) 2002 The New York Times
File 583:Gale Group Globalbase(TM) 1986-2002/Jun 22
            (c) 2002 The Gale Group

Set	Items	Description
S1	147616	(RESERVATION? ? OR RESERV??? OR BOOK???)(S) (HOTEL? ? OR M-OTEL? ? OR LODGE? ? OR LODGING? ? OR INN? ? OR ACCOMODATION? -?)
S2	70967	((DEMAND) (2N) (FORECAST??? OR PROJECT???? OR PREDICT???? -OR EXPECT?? OR EXPECTATION? ?)) (2S)(COST OR PRICE?? OR PRICI-NG OR CHARGING OR CHARGE??)
S3	26	(S1 AND S2) AND (PD<990120) -scanned all , KWIC , c/b
S4	52	(TEMPO) AND ((LODGING? ? OR HOTEL? ? OR MOTEL? ?) (S) (RES-ERVATION? ? OR RESERV???))
S5	4	S4 AND PD<980120 -scanned all ; KWIC /c/b
S6	4	S4 AND PD<980602

*Dialog
Mandatory
Files
Search
6/24/02*

3/3,K/1   (Item 1 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

00792345 94-41737
Plush endeavors: An analysis of the modern American soft-toy industry
Walsh, Margaret
Business History Review v66n4   PP: 637-670 Winter 1992
ISSN: 0007-6805 JRNL CODE: BHR
WORD COUNT: 9470

...TEXT: officers of the company, and wife of Herbert Raiffe, the current
president, has been in **charge** of design since the mid-1970s. Together
with other designers like Susan Procino, she creates...

... fully with customs regulations, but the lag time has been a major
problem only when **forecasts** of **demand** have been inaccurate either for
initial sales or for repeat orders of a popular fashion...has become a
faddish or whimsical novelty market. Drugstores, pharmacies, supermarkets,
florists, soft furnishing stores, **book** and card stores, and resort and
hotel   shops provided new outlets, where plush gifts could be either
intermingled with other items or...

920100

3/3,K/2   (Item 2 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

00728173 93-77394
Service Drives Site Selection
Anonymous
Successful Meetings v41n8 (Part 2) PP: 71-87 Jul 1992
ISSN: 0148-4052 JRNL CODE: SMM
WORD COUNT: 1691

...TEXT: American chains.

Finally, a new question this year "What is the most important thing a
hotel   could do to cause you not to **book** another meeting?" put the cap
on service as the sine qua non of the meeting...

... existence. After poor service (mentioned by 62.4 percent of planners),
the inconveniences of overbooking, **reservations** problems, bad food, high
costs, and rooms not ready on arrival seem negligible.

HOTEL STATS...

...encountered during 1991, room demand still rose 0.8 percent.
* For 1992, Smith Travel Research **expects** room **demand** to increase
nearly 3.0 percent.

* The average sales **price** per hotel room was 15.1 percent lower during
the first three quarters of 1991...

920700

3/3,K/3   (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)

00663531 93-12752
Remaking the hospitality industry
McGee, Regina
Association Management v45n1 PP: 42-51 Jan 1993

...TEXT: Is there light at the end of the tunnel for the hotel industry?
Most analysts **predict** that **demand** will catch up with supply by 1994.
"Even during 1991, in the midst of the...

... slightly, he believes. "It won't be anything dramatic. Probably meeting
professionals will find better **hotels** harder to **book** , however, because
in terms of overall value to the customer, they'll represent the best...to
which consumers can gain access for each property by calling the chain's
central **reservations** number. Negotiated volume rates are still a way of
life with **hotel** companies, but more emphasis is being put on value-added
services versus rate and price, say analysts like Pannell Kerr Forster's
Arnold. Finally, **hotel** marketing is becoming more performance driven.

"You have to be able to track the productivity...would benefit everyone,"
Karson suggests.

She points out that she has never worked with a **hotel** that could upload
her association's disk of room **reservations** . "They have to have hard copy
and then key it into their system, and then...

...000 attendees, that's very time-and labor-intensive."

Automated checkins and checkouts, a computerized **reservation** -waiting
system, electronic room keys, and room service that can be ordered by
television are some other labor-saving measures **hotels** can adopt, she
says. "They all help the bottom line and customer satisfaction. Maybe we...

... room demand in 1992, and dollar sales should improve 4.7 percent. For
1993, room **demand** is **expected** to climb 4 percent and dollar sales 6
percent.

*The automobile industry predicts an 8...

930100

3/3,K/4   (Item 4 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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00639938 92-54878
Area Review: South Florida
Tasker, Fred; Szmanski, Dave
National Real Estate Investor v34n10 PP: 83-91, 99 Sep 1992
ISSN: 0027-9994 JRNL CODE: NRE
WORD COUNT: 4331

...TEXT: Economics Associates (AREEA) in Miami. Used condo sales were up
3.4%, while the average **price** of all homes and condos sold in South
Florida in March was $114,150.

According...

...and slow growth expected in 1992, multifamily demand will weaken. By the
end of the **forecast** period, multifamily **demand** will outpace new
construction."

In the Turnberry Isle area, Ben Franklin Properties' Mystic Pointe on...as
Orlando's or Miami's," Ross continues.

One wild card in the Tampa Bay **hotel** market is the city's pursuit of a
new downtown **hotel** to bolster business at the 1-1/2-year-old Tampa
Convention Center. Five groups...

... Core Development Pa●ership, both of Tampa. Most● those groups, though, have recently expressed some **reservations** about getting all of their private financing secured. And The Wilson Co. has said that...

... about $20 million or $30 million, to make the project work. Without a new headquarters **hotel** , the ability of the convention center to attract conventions is more limited, says Lou Plasencia, **hotel** specialist with Grubb & Ellis.

920900

3/3,K/5   (Item 5 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2002 ProQuest Info&Learning. All rts. reserv.

00548035 91-22379
East Asia & the Pacific
Leslie, Edward; Amador, Renato T.; Gallant, Rosemary; Chen, Nai-Ruenn; Matheson, JeNelle; Goddin, Karen W.; Duvall, Daniel C.; Lester, Alison; Carroll, Paul; Paine, George
Business America v112n8 PP: 40-48 Apr 22, 1991
ISSN: 0190-6275 JRNL CODE: CT
WORD COUNT: 8430

...TEXT: productivity, four tropical storms causing heavy damage to Taiwan's agriculture, and. initially higher oil **prices** in the wake of Iraq's invasion of Kuwait. The good news is that the...

... for U.S. products and services continues to be strong on the basis of consumer **demand** , major infrastructure **projects** , available public and private capital, and a stable business climate in Taiwan. These positive factors are augmented by large foreign exchange **reserves** and a high per capita gross national product. Best prospects include pollution control equipment; computer...

... chemicals and petrochemical plant machinery; medical apparatus and pharmaceuticals; building supplies and construction equipment; food, **hotel** , and restaurant equipment; and selected consumer goods, including auto parts, processed foods, cosmetics, and household...

910422
?t s3/3,k/6-10
>>>KWIC option is not available in file(s): 77

3/3,K/6   (Item 6 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
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00544436 91-18781
Automated Guest Relations That Generate Hotel Reservations
Durocher, Joseph F.; Niman, Neil B.
Information Strategy: The Executive's Journal v7n3 PP: 27-30 Spring 1991
ISSN: 0743-8613 JRNL CODE: IFS

Automated Guest Relations That Generate Hotel Reservations

ABSTRACT: The oversupply of rooms has created a cash flow problem for many **hotel** operators. They have been forced to find ways to reposition their properties, improve the quality...

... differentiate their products. One use of technology to add value to services provided by existing **hotels** is to computerize a **hotel** 's **reservation** process, enabling the **hotel** to fill more efficiently the maximum number of rooms on any given day. **Reservation** programs enable the **reservation** clerk to provide a high level of personalized service for repeat visitors. Systems are also available to provide managers with timely

access to business performance information. **Hotels** can use yield management systems to maximize revenues by basing the selling **price** of a room on the **expected demand** for rooms on a given night.
   910400

   3/3,K/7   (Item 1 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

03539670   Supplier Number: 44966917 (USE FORMAT 7 FOR FULLTEXT)
MARRIAGE MAKES A MARKET IN INDIA
Market Asia Pacific, v0, n0, pN/A
Sept 1, 1994
Language: English   Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 631

...   and 4,000 distributors to keep tabs on wedding dates in every state by contacting **hotels** (where wedding parties are held) and wedding card printers. It advertises the product in the...

...created a special ad for the occasion. Direct mailers are sent to families that have **booked** wedding halls. Sales of the Bandhan set double during the lagan season. Sales are mainly...

...Philips India's sales of two- band transistors increase 40 to 50 percent during lagan. **Priced** at Rs 425 to 525, the transistor is bought mainly in rural areas, and is...

...able to cater to the demand. They meet with painters to inform them about the **expected** increase in **demand** . They also approach marriage hall owners to encourage them to repaint their facilities, as well...

...campaign this year to help sell its couple watches, which consist of two matched watches **priced** between Rs 1,115 and Rs 4,500.
   19940901

   3/3,K/8   (Item 2 from file: 16)
DIALOG(R)File   16:Gale Group PROMT(R)
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03490252   Supplier Number: 44880638 (USE FORMAT 7 FOR FULLTEXT)
Rebate Funds Most of Hotel's 3,373-Point BAS Installation Cost
Energy User News, p1
August, 1994
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Tabloid; Trade
Word Count: 797

...   year payback thanks to a Boston Edison rebate that covered 81 percent of the project **cost** .
   Installation of the hotel's 3,373-point Ibex building automation system by Alerton Technologies...

...completed next month, according to Keith Reiner, financial controller for Swissotel Boston. The controls project **cost** approximately $346,000 and earned a $281,000 utility rebate, he said. Paid by Swissotel, the $65,000 net **cost** will be repaid from $56,000 in projected annual electricity **cost** savings, Reiner told EUN.
   The Alerton system is expected to cut the hotel's annual electricity consumption by 879,682 kilowatt hours (kwh), and to reduce electric **demand** by a **projected** 141 kilowatts (kw), according to William Van Dam, Boston Edison account executive.
   The controls rebate...

...equipment in unoccupied guest rooms, according to Brian ⬤rski, chief engineer for the 500-room **hotel** . To accomplish this 'default checkout mode strategy,' communication between Ibex and the **hotel** 's existing **reservations** computer is being developed and implemented by local Alerton distributor Energy Management of New England...
19940801

3/3,K/9   (Item 3 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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03353534   Supplier Number: 44646390   (USE FORMAT 7 FOR FULLTEXT)
Hyatt Targets Higher Biz Travel Yields
Business Travel News, p1
May 2, 1994
Language: English   Record Type: Fulltext
Document Type: Tabloid; Trade
Word Count: 994

     CHICAGO - Hyatt **Hotels** Corp. has begun implementing a yield management system that gives higher **booking** priority to high-return pieces of corporate business.
     Assuming the program works as intended, Hyatt...

...Hyatt initiative also aimed at freeing up rooms for business travelers: providing 'last-room availability' **booking** for all Hyatt **hotels** to all distribution channels - travel agencies using CRSs, Hyatt's central **reservation** center, and res centers of individual Hyatt properties.
     'We will be able to say 'yes...

...deployed its system six years ago and has continually upgraded it, developing a 'full-blown **demand   forecasting** system.'
     By way of contrast, ITT Sheraton Corp. employs little computerized yield management. 'Doing too...

...to develop a yield management system, but is focusing more of its efforts toward 'component **pricing** ,' which means assuring that the customer perceives greater value with a higher **price** . 'Yield management is only effective when you have demand,' said Hilton marketing vice president Bob Dirks. 'We have to be careful that we're not perceived to be **price** gouging.'
     Hyatt has worked for two years with Decision Focus Inc. of Mountain View, Calif...

...s new Regency Systems unit plans to market the yield management technology - as well as **reservations** and other technology services - to other **hotel** firms. Under its first contract, the unit will provide res services for La Quinta **Inns** .
19940502

3/3,K/10   (Item 4 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
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02660934   Supplier Number: 43545209   (USE FORMAT 7 FOR FULLTEXT)
Too Many Rooms At the Inns
Travel Agent, p77
Dec 28, 1992
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 2074

...   on pricing for services such as the health club and business center.
     In addition, many **hotel** operators are offering special after special

in an effort to attract ⬤nts. As a result...

...CRS system and the individual property. They also cite frequent cases of clients who have **reservations** being offered lower rates at the front desk.
    Yield Management
    High supply levels in the...

...And hotels use these indicators to determine the number of rooms to market in particular **price** classes for certain dates.
    The big factor in recent years for yield management in hotels...

...More sophisticated computer programs are enhancing the process and making it easier for hotels to **forecast demand** and for their salespeople to become more formidable negotiators.
    For many travel agents, yield management is perceived as a practice that complicates **pricing** structures and negotiations. A variety of rates are offered, sometimes for the same room. Agents may hear several **price** quotes if they bargain long enough, and front desk managers sometimes pull a lower rate...

...yield management a bad name is the absence of rigid, understandable barriers between the various **prices** . People understand high-season vs. low-season **pricing** ; they don't understand a discount that disappears as soon as there is sufficient demand January, Westin **Hotels** & Resorts will introduce a simplified pricing policy designed to reflect the lowest rate available on...

...been offered eight different rates based on their negotiating ability,' says Gary Cope, manager of **hotel reservations** . 'Our **hotels** used to quote the highest rate and then work down. Now we're limiting room...
  19921228
?
?t 3/3,k/11-15
>>>KWIC option is not available in file(s): 77

  3/3,K/11   **(Item 5 from file: 16)**
DIALOG(R)File 16:Gale Group PROMT(R)
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02369500   Supplier Number: 43110984   (USE FORMAT 7 FOR FULLTEXT)
Dubai hotel industry in for price war?
Middle East News Network, pN/A
June 30, 1992
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 439

...   is to improve yield management.
    He says if the newcomers play a fair game a **price** war can be averted.
    Jorg Hauri, resident manager of the Dubai Sheraton, said the Sheraton will compete in terms of superior personalised service and in onward **reservations** they give to their guests, upgrading **hotel** facilities like additional fax machines in rooms, computers, refurbishment of the public areas and improvement...

...Next year it is projected at 810,220 and in 1994 it is 886,220. **Demand** is **expected** to increase, thanks to the efforts of the Dubai Commerce and Tourism Promotion Board to...
  19920630

  3/3,K/12   **(Item 6 from file: 16)**
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

02336697   Supplier Num⬤ 43062851   (USE FORMAT 7 FOR ⬤TEXT)
PIGSKIN PUNDITS
Travel Agent, v0, n0, p34
June 8, 1992
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1667

...   product. Economy lodging will replace mid-price lodging as the
backbone of the industry.
     Superior **hotel** technology will give leadership companies a
significant competitive advantage. Technical improvements will open
marketing channels, increase flow of **reservations** and lower operating
costs.
     Winners will be those with underleveraged debt and strong positive
cash...Norlander lateraled to Jim Treadway, president of Westin Hotels &
Resorts, North America, who said he **expects** moderate **demand** will
outpace supply and that most growth will come from international markets.
"From an industry...

...yourself. There's been a tendency with segmentation to mix brands when
it comes to **pricing** , which compromises the economic viability of that
business. I'm very optimistic about the travel...
  19920608

  3/3,K/13   (Item 7 from file: 16)
DIALOG(R)File 16:Gale Group PROMT(R)
(c) 2002 The Gale Group. All rts. reserv.

02137799   Supplier Number: 42774363   (USE FORMAT 7 FOR FULLTEXT)
1992: Can Price, Value Move The Cost-Conscious Traveler?
Tour & Travel News, v0, n0, pT1
Feb 24, 1992
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 1149

...   added.
     Research also shows consumers are "trading down" on travel choices,
Shifflet said, such as **booking** moderately priced **hotel** rooms rather
than more expensive options. This trend will make package tours more
attractive, he...

...take to recreational vehicles in greater numbers this year in an effort
to avoid high- **priced** hotels, according to the Recreational Vehicle
Industry Association (RVIA). Chris Morrison, RVIA's director of...last year
logged a 5 percent increase in requests for campsite reservations in 1991
and **expects** similar **demand** this year.
     A new study by the Data Center points out that the makeup of...
  19920224

  3/3,K/14   (Item 1 from file: 9)
DIALOG(R)File   9:Business & Industry(R)
(c) 2002 Resp. DB Svcs. All rts. reserv.

01982324 (USE FORMAT 7 OR 9 FOR FULLTEXT)
The Global Smart Card Outlook
(Smart card manufacturers must be in a position to produce some 2.5 bil
  units in order to meet expected demand in the year 2000; in 1996, smart
  card production was about 800-900 mil cards)
Card Technology, p 16+
October 1997
DOCUMENT TYPE: Journal ISSN: 0361-5561   (United States)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 1019

(USE FORMAT 7 OR 9 FOR FULLTEXT)

ABSTRACT:
...Association. Smart cards that can operate as electronic purses and can
be used to make **hotel** and travel **reservations** are being introduced in
the US. China's GSM network will use smart cards. Electronic...

TEXT:
...and partly because of the need to substantially increase production
capacity.

In order to meet **expected** **demand** in 2000, card manufacturers must deal
with a quantitative challenge today. They must be in...

...consumers smart cards that can operate as electronic purses and can be
used to make **hotel** and travel **reservations** as well as to pay for phone
calls.

Asia-including China, of courseholds great promise...

3/3,K/15 **(Item 2 from file: 9)**
DIALOG(R)File   9:Business & Industry(R)
(c) 2002 Resp. DB Svcs. All rts. reserv.

01608306 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Companies and Finance: UK: Merrill reveals demand for Thistle Broker says
  many investors are prepared to pay 190p - in the middle of the range:
(Merrill Lynch revealed details of book -**building exercise for the**
  flotation of Thistle Hotels ; **lead broker to the issue said that it was**
  oversubscribed)
Financial Times London Edition, p 24
September 27, 1996
DOCUMENT TYPE: Business Newspaper ISSN: 0307-1766   (United Kingdom)
LANGUAGE: English RECORD TYPE: Fulltext
WORD COUNT: 386

 (USE FORMAT 7 OR 9 FOR FULLTEXT)
(Merrill Lynch revealed details of book -**building exercise for the**
  flotation of Thistle Hotels ; **lead broker to the issue said that it was**
  oversubscribed)

TEXT:
...Leisure Industries Correspondent

Merrill Lynch yesterday took the unusual step of revealing details of the
book -building exercise for the flotation of Thistle **Hotels** next week.

The lead broker to the issue said that it was oversubscribed. Most
investors...

...pricing."

Merrill revealed details of the offer in an effort to quell speculation
that the **price** range is too ambitious.

Thistle is the latest in a string of hotel groups to...

...sector may be overvalued.

Merrill acknowledged that investors could drop out before the issue is
priced on Tuesday, but said that would be unusual. It added that 60 per
cent of institutional investors were from the UK. It **expects** additional
demand to come mainly from the UK and US.

One large institutional investor said yesterday: "There's a lot to choose

from these days and it h●●o be **priced** against that. A●●ing above 190p would be out of court."
Another said it believed the **price** was too high even at the lower end of the range.

"The bottom end is...
?
?
?t 3/3,k/16-20
>>>KWIC option is not available in file(s): 77

3/3,K/16   (Item 1 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2002 The Dialog Corp. All rts. reserv.

04333351 (USE FORMAT 7 OR 9 FOR FULLTEXT)
EGYPT: WATER RESOURCES EQUIPMENT MARKET (3)
HAMMAM NASR
INDUSTRY SECTOR ANALYSIS
November 11, 1998
JOURNAL CODE: FISA   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 2714

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   Although agent commissions vary with services provided and the amount of individual contracts, agents generally **charge** a commission ranging from 2-4% for initiative, 2-4% for opening credits, and 1...

...a trade mission of one. Its length varies from 1 to 3 days and includes: **hotel   reservations** at the American Embassy discounted rate; survey of potential agents, representatives or partners; telephone campaign...

   19981111

3/3,K/17   (Item 2 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2002 The Dialog Corp. All rts. reserv.

04021118 (USE FORMAT 7 OR 9 FOR FULLTEXT)
THE GREEDY BURGHERS OF GREENWICH
PETER BIRKETT
EVENING STANDARD, p8
January 15, 1999
JOURNAL CODE: FES   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 1711

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   few hotels and its handful of Tourist Board approved B&Bs.
    Despite this, the biggest **hotel** , the Ibis, with 82 rooms and 60 more under construction, has so far only agreed firm, unbreakable bookings for 25 rooms. The **hotel** has doubled its rate from pounds 54 to pounds 108 and is stipulating a minimum stay of three days from 30 December to 1 January. To secure a **booking** guests must pay the entire bill on **reservation** and there are no refunds.
    'We have been receiving reservations since 1994 and we have... eventually going to become unavailable and partly because our sources in the trade warn that **prices** are likely to rocket by 250 per cent. It simply wouldn't do, would it...

   19990115

3/3,K/18   (Item 3 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter

03648906 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Energy controls 'vital for future'; Call for new laws to curb global greenhouse gases threat
RICHARD MOORE
MIDDLE EAST NEWSFILE (GULF DAILY NEWS)
November 22, 1998
JOURNAL CODE: WGDS LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 757

(USE FORMAT 7 OR 9 FOR FULLTEXT)

...   300 delegates attending the 7th annual International Energy Conference and Exhibition, which concluded at Holiday **Inn** , the Bahrain Conference Centre, yesterday, Dr Caruso said **reserves** of oil and natural gas in Russia and the Caspian Basin would need to be...

... required huge investment that must be justified by the level of oil prices and the **projected demand** .
    "Major deposits have been identified in Morocco, Jordan and Syria.
    "Proved recoverable reserves of shale...

19981122

3/3,K/19   (Item 4 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2002 The Dialog Corp. All rts. reserv.

03221812 (USE FORMAT 7 OR 9 FOR FULLTEXT)
World party; Millennium
MARK HODSON
SUNDAY TIMES (UNITED.KINGDOM)
October 25, 1998
JOURNAL CODE: FSTM LANGUAGE: English RECORD TYPE: FULLTEXT
WORD COUNT: 2150

(USE FORMAT 7 OR 9 FOR FULLTEXT)

...   terms, and prices are surpri-singly reasonable.
    For instance, three nights at the four-star **Hotel** Accademia in central Verona will cost Pounds 409 including flights, compared to Pounds 303 in...

... in Nice will cost Pounds 360, compared to Pounds 333 in November. Although clients who **book** before the end of this year will have only an 'advance registration', BA Holidays says...demanding payment in full as much as 10 months in advance while others say normal **booking** rules will apply. Cruise lines, property rental firms and **hotels** offering luxury packages seem most keen to get cash up front, but all bookings made...
...good news
    * Good availability on most millennium holidays.
    * Demand lower than predicted 12 months ago.
    * **Prices** to many destinations will be only 20%-30% above this year's.
    * City-break specialists...

19981025

3/3,K/20   (Item 5 from file: 20)
DIALOG(R)File 20:Dialog Global Reporter
(c) 2002 The Dialog Corp. All rts. reserv.

01987159 (USE FORMAT 7 OR 9 FOR FULLTEXT)
With Upcoming OPEC Meeting, Oil Game Begins Its Next Round

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS   (HOUSTON CHRONICLE)
June 20, 1998   12:46
JOURNAL CODE: KHCN   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 2183

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   analysts say needs to be taken off the market.
   The   warm   winter and weaker than **expected** energy **demand** from Asia
have left a severe overhang of oil in storage. Increased production by Iran
has   further   raised stockpiles. That glut will delay the **price** impact of
any cut at the coming meeting.
   "They   are paying the   **price**   for refraining from acting for so long,"
said Mohammad Abduljabbar,   senior   economist at the Petroleum...the OPEC
meeting is likely to be a contentious one.
   In a setting where the   **hotel**   -- and even the floor level -- at which
one stays take on symbolic importance, rivalries threaten...
...t want to be put on a floor below a competitor when they make their
reservations .
   Already, Luis Giusti, the president of Venezuela's state oil company,
has been quoted in...

   19980620
?
?t 3/3,k/21-26
>>>KWIC option is not available in file(s): 77

   3/3,K/21   (Item 6 from file: 20)
DIALOG(R)File   20:Dialog Global Reporter
(c) 2002 The Dialog Corp. All rts. reserv.

01839134   (USE FORMAT 7 OR 9 FOR FULLTEXT)
INDIA: TELECOM SWITCHING EQUIPMENT MARKET (2)
U.S. and Foreign Commercial Service (US&FCS)
INDUSTRY SECTOR ANALYSIS
March 19, 1998
JOURNAL CODE: FISA   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 4277

   (USE FORMAT 7 OR 9 FOR FULLTEXT)

...   technology trading requires telephone lines, and hence the demand
for telephone lines keeps increasing.
   The   **hotel**   industry is another major contributor to increasing
telephone demand in India. The Government of India...

... infrastructure as a major factor reducing tourist traffic to Indian
tourist destinations. Bad roads, insufficient **hotel** rooms, and poor
telecom infrastructure must be improved to attract more tourists. Against a
projected...

...3 star: 37,300, 2 star: 23,100, 1 star: 8,600, heritage: 2,200) **hotel**
 rooms offer 81,974 (5 star: 18,502, 4 star: 5,712, 3 star: 143...

...and to be classified: 8,438) as of March 1997. A total of 42,858 **hotel**
rooms are under construction in all categories, and they are likely to be
added instant   **reservation**   systems, and all of them are networked via
modems, and telephone lines. This industry will...

... and Pune. The DOT also plans to use WLL tech- nology for rural
communication - a **cost** -effective way of connecting rural centers with the
telecom network. The Asian Development Bank has...Dollar values in the
statistical data are estimated using the Department of Telecommunication's
purchase **price**   of CO switches, and lines that are projected to be added
operators. Assumptions used in the statistical data estimation: (1) DOT's
current purchase **price** of Rs. 5600 per line, at current exchange rate of

$1 equals Rs. 40, is u⬤for estimating the total valu⬤ the projected **price** if the entire telecom demand were to be met. (2) DOT's **demand projections** were used for estimating the investment required if the entire demand were to be met. (3) Imports of proprietary components, and important telecom switching components, cent of the total switching **cost** . The GOI will continue to allow the imports of electronic components, integrated chips, etc., that...

19980319

3/3,K/22   (Item 7 from file: 20)
DIALOG(R)File   20:Dialog Global Reporter
(c) 2002 The Dialog Corp. All rts. reserv.

01810249 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Red Roof Inns Implements High-Tech Revenue Management System
PR NEWSWIRE
June 02, 1998   10:59
JOURNAL CODE: WPRW   LANGUAGE: English   RECORD TYPE: FULLTEXT
WORD COUNT: 412

    COLUMBUS, Ohio, June 2 /PRNewswire/ -- Red Roof **Inns** , Inc. (NYSE: RRI)announced the chain-wide implementation of a state-of-the-art revenue
. . .

... created by Talus,formerly DFI-Aeronomics, which works with both the individual properties and thecentral **reservations** centers to increase revenues by using real time inventorycontrols. Similar to the revenue management systems used by the airlines, TEMPOanalyzes current and historical occupancy levels of an **Inn** when a **reservation** isrequested and forecasts demand for a given room on a given day. It thenprovides data to the **Inn** manager on how to best sell that room in order tomaximize **reservations** and revenues. TEMPO makes recommendations on lengths ofstay and overbooking opportunities. Intelligent forecasting of occupancy...
... items. TEMPO allows us to sell the right room to theright guest at the right **price** ," said Larry Daniel, vice president ofreservations at Red Roof Inns. "We expect this system to...

19980602

3/3,K/23   (Item 1 from file: 476)
DIALOG(R)File 476:Financial Times Fulltext
(c) 2002 Financial Times Ltd. All rts. reserv.

0001536059 B0CCZASAEXFT
Financial Times Survey: Videotex III - All set for a fresh attack on the residential market - Guy de Jonquieres discovers how Prestel is making use of lessons it learnt during its slow take-off
GUY DE JONQUIERES
Financial Times, P 31
Wednesday, December 1, 1982
DOCUMENT TYPE: NEWSPAPER LANGUAGE: ENGLISH   RECORD TYPE: FULLTEXT
Word Count: 1,508

...taught British Telecom some pertinent, if painful, lessons. Apart from the inadvisability of making firm **forecasts** of consumer **demand** for technological innovations, the most important lesson has been the error of the initial strategy...

...s director, is convinced that its slow take-off was due principally not to the **cost** of the service or of the special sets required to receive it, but to the...

...some time to come.
Initially, Prestel enabled travel agents to look up information about

flights, **hotels** , package tours and so on, and to request booking by
sending a message to the Prestel computer. But the system could not be used
to make a confirmed **reservation** on the spot. The airline or tour operator
had to call the travel agent back...

3/3,K/24   (Item 1 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

01829728   Supplier Number: 43110984   (USE FORMAT 7 FOR FULLTEXT)
Dubai hotel industry in for price war?
Middle East News Network, pN/A
June 30, 1992
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 439

...   is to improve yield management.
     He says if the newcomers play a fair game a **price** war can be
averted.
     Jorg Hauri, resident manager of the Dubai Sheraton, said the Sheraton
will compete in terms of superior personalised service and in onward
reservations they give to their guests, upgrading **hotel** facilities like
additional fax machines in rooms, computers, refurbishment of the public
areas and improvement...

...Next year it is projected at 810,220 and in 1994 it is 886,220. **Demand**
is **expected** to increase, thanks to the efforts of the Dubai Commerce and
Tourism Promotion Board to...
19920630

3/3,K/25   (Item 2 from file: 636)
DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2002 The Gale Group. All rts. reserv.

01392494   Supplier Number: 41775473   (USE FORMAT 7 FOR FULLTEXT)
NTT Initiates Sales of Small-Capacity, Multi-function Digital PBX System
New Era Japan, n120, pN/A
Jan 1, 1991
Language: English   Record Type: Fulltext
Document Type: Newsletter; Trade
Word Count: 279

...   respond accurately and economically to individual user needs, three
versions are provided: for business use, **hotel** use and apartment building
use. The version for **hotel** use is provided with a voice-message morning
call function, while the version for apartment use is provided with
functions for security control, electronic mail and **reserving** of
commonuse facilities.
     (3) The 1-interface functions for ISDN compatibility have been
strengthened, enabling...

...handling of INS-Net lines and multiple point-to- point accommodation of
ISDN terminals. NTT **expects** **demand** to be greatest for the EP14 Type-90
for business use. This version of the...
...telephone sets (pushbutton telephones) and one set of backup equipment
for power failure. The total **cost** for a six year lease for this
configuration includes an installation **cost** of about 1.564 million yen (a
one-time **charge**) and a monthly rental fee of about 101,000 yen (for 6
years). The monthly...
19910101

3/3,K/26   (Item 1 from file: 813)
DIALOG(R)File 813:PR Newswire

0234918   NY077
**GTE MOBILE COMMUNICATIONS, HERTZ ANNOUNCE MULTIYEAR AGREEMENT FOR CELLULAR
    CREDIT-CARD PHONES**

DATE: January 17, 1990   15:19 EST   WORD COUNT: 487

...of cellular credit-card
phones to the Hertz fleet, we believe customers will not only **expect** but
 demand the phones as a way to increase their travel productivity,
accessibility and personal safety."

    The cellular phones, which are permanently installed in vehicles,
are available at no additional **charge** . The customer's credit card
activates the phone, and is billed directly for only the...

...Preprogrammed into the phone's speed-dial feature are phone numbers
for Hertz, airline and **hotel   reservations** , restaurants, emergency-road
service and the 911 emergency-telephone number. There is no **charge** for
the latter two numbers.

    Hertz has more than 5,000 locations in more than...

5/3,K/1   (Item 1 from file: 15)

00569359 91-43710
Washington, D.C.
Anonymous
Association Management Supplement PP: 3-22 1991
ISSN: 0004-5578 JRNL CODE: AMG

...ABSTRACT: bureau in the US to provide a toll-free 800 telephone number
for delegates to **reserve** a Washington **hotel** room. The major attractions
in Washington are free and open year-round to provide meeting...

... with maximum flexibility to schedule special events. Washington has a
variety of modern and upscale **hotels** to offer the meetings industry
because of overbuilding in the 1980s. The growing volume of business and
tourist travel in the city is reflected in the increased **tempo** of air
service at Washington's 3 airports.

910000

5/3,K/2   (Item 1 from file: 16)

01280615   Supplier Number: 41494072   (USE FORMAT 7 FOR FULLTEXT)
Historic Luxor Develops Into Full-Fledged Destination
Tour & Travel News, v0, n0, p35
August 13, 1990
Language: English   Record Type: Fulltext Abstract
Document Type: Magazine/Journal; Trade
Word Count: 1232

ABSTRACT:
...Luxor is a destination in itself, providing a contrast to Cairo in both
mood and **tempo** .
Tourism services are well developed, and accommodations have been upgraded
over the last few years...
...   Luxor is a destination in itself, providing a contrast to Cairo in
both mood and **tempo** .
    Tourism services are well developed, and accommodations have been
upgraded over the last few years...

...According to Hilton's general manager Alfred Schoenemann, groups account
for 80 percent of the **hotel** 's business, HTs, 10 percent. Incentive groups
have been targeted as a growth area for the **hotel** . English travelers top
the list of nationalities, followed by French, German and Italian. "The
American market is growing but by the time **reservation** requests began
coming in, we were already full for this year's winter season."
    The...
19900813

5/3,K/3   (Item 1 from file: 9)

01412649 (USE FORMAT 7 OR 9 FOR FULLTEXT)
A League of Their Own
(Allegro Resorts poised for continued rapid growth, with plans for
   inventory of 7,500 rooms by the end of this year)
Travel Agent, v 278, n 11, p 32+
February 19, 1996
DOCUMENT TYPE: Journal; Company Overview ISSN: 1053-9360 (United States)
LANGUAGE: English RECORD TYPE: Fulltext

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:
...its new name would be. Indeed, the word allegro, a musical term meaning
brisk in **tempo** , also serves to describe the speed at which this
all-inclusive company has grown.

In...Allegro Awards. Agents who register get a PIN number that they give
when making a **reservation** . When a client checks in, the agent gets
points that can be applied toward free...
...Allegro Awards agents also get a newsletter each month to teach them
about the individual **hotels** , brands and destinations. Agents can
register for the program by calling Allegro's toll-free...

5/3,K/4   (Item 1 from file: 813)
DIALOG(R)File 813:PR Newswire
(c) 1999 PR Newswire Association Inc. All rts. reserv.

0014137   FNS5
OLD WORLD CHARM DRAWS VISITORS TO MORELIA

DATE: July 30, 1987   WORD COUNT: 767

...PRNewswire/ -- Morelia, the capital
city of the state of Michoacan, has a languid, Old World **tempo**
and charm that is most appealing to tourists. Combine this
with the city's year...

...through Toluca, Zitacuaro and
past the famous spa of San Jose Purua.

   The rates at **Hotel** Mision Morelia are modest: $28 single,
$30 double and $33 triple. For **reservations** , Mision **Hotels**
are represented in the United States by Corporate Resorts
and **Hotels** , 332 Pelham Road, New Rochelle, N.Y. 10805;
telephone 800-431-2822.

File 411:DIALINDEX(R)

DIALINDEX(R)
    (c) 2002 The Dialog Corporation plc

*** DIALINDEX search results display in an abbreviated ***
*** format unless you enter the SET DETAIL ON command. ***
?sf all
    You have 570 files in your file list.
    (To see banners, use SHOW FILES command)
?s (global (2n)(reserv??? or reservation? ?)(2n) transaction? ? (2n) (manage? ? or management)
(2n)system? ?) or (grtms)

Your SELECT statement is:
    s (global (2n) (reserv??? or reservation? ?)(2n) transaction? ? (2n)
(manage? ? or management) (2n)system? ?) or (grtms)

            Items   File
            -----   ----
    Examined 50 files
    Examined 100 files
    Examined 150 files
    Examined 200 files
            1   340: CLAIMS(R)/US Patent_1950-02/Jun 20
            1   342: Derwent Patents Citation Indx_1978-01/200167C
            1   345: Inpadoc/Fam.& Legal Stat_1968-2002/UD=200224
            1   348: EUROPEAN PATENTS_1978-2002/Jun W03
            1   349: PCT FULLTEXT_1983-2002/UB=20020620,UT=20020613
    Examined 250 files
    Examined 300 files
    Examined 350 files
            5   573: Piers Imports(US Ports)_2002/Jun W3
    Examined 400 files
    Examined 450 files
    Examined 500 files
    Examined 550 files

    6 files have one or more items; file list includes 570 files.

   File 340:CLAIMS(R)/US Patent 1950-02/Jun 20
          (c) 2002 IFI/CLAIMS(R)
*File 340: Application & grant publications are in 1 record. See
 HELP NEWS340 & HELP ALERTS340 for search, display & Alert info.
   File 342:Derwent Patents Citation Indx 1978-01/200167C
          (c) 2002 Thomson Derwent
*File 342: Price changes as of 1/1/02. Please see HELP RATES 342.
Updates 200160-200208 being replaced; please see HELP NEWS 342.
   File 345:Inpadoc/Fam.& Legal Stat 1968-2002/UD=200224
          (c) 2002 EPO
   File 348:EUROPEAN PATENTS 1978-2002/Jun W03
          (c) 2002 European Patent Office
   File 349:PCT FULLTEXT 1983-2002/UB=20020620,UT=20020613
          (c) 2002 WIPO/Univentio
   File 573:Piers Imports(US Ports) 2002/Jun W3
          (c) 2002 Journal of Commerce

       Set   Items   Description
       ---   -----   -----------
?Cs (global (2n)(reserv??? or reservation? ?)(2n) transaction? ? (2n)(manage? ? or mana
gement) (2n)system? ?) or (grtms)
>>>Invalid parameter:
?s (global (2n)(reserv??? or reservation? ?)(2n) transaction? ? (2n)(manage? ? or manag
ement) (2n)system? ?) or (grtms)
Processing
          193089 GLOBAL
          199877 RESERV???
            9297 RESERVATION? ?
           97434 TRANSACTION? ?
           59345 MANAGE? ?
          179294 MANAGEMENT
         3213154 SYSTEM? ?
               5 GLOBAL(2N)(RESERV??? OR RESERVATION? ?)(2N)TRANSACTION?
                  ?(2N)(MANAGE? ? OR MANAGEMENT)(2N)SYSTEM? ?
               6 GRTMS
   S1   10 (GLOBAL (2N)(RESERV??? OR RESERVATION? ?)(2N)
                  TRANSACTION? ? (2N)(MANAGE? ? OR MANAGEMENT) (2N)SYSTEM?
                  ?) OR (GRTMS)

DIALOG(R)File 340:CLAIMS(R)/US Patent
(c) 2002 IFI/CLAIMS(R). All rts. reserv.

10055118   2001-0055277
E/INITIATE FLOW CONTROL MECHANISM OF A MODULAR MULTIPROCESSOR SYSTEM
Inventors: Sharma Madhumitra (US); Steely Simon C JR (US); Tierney Gregory
      E (US); Van Doren Stephen R (US)
Assignee: Unassigned Or Assigned To Individual
Assignee Code: 68000

	Publication		Application	
Kind	Number	Date	Number	Date
A1	US 20010055277	20011227	US 2001853301	20010511
Priority Applic:			US 2001853301	20010511
Provisional Applic:			US 60-208231	20000531
			US 60-208336	20000531

Abstract: ...include shared buffers within the global ports and
hierarchical switch. The initiate flow control mechanism **manages** these
shared buffers to **reserve** bandwidth for complete **transactions** when
extensive **global** initiate traffic to one or more nodes of the **system**
may create a bottleneck in the switch fabric.

1/3,K/2 (Item 1 from file: 342)
DIALOG(R)File 342:Derwent Patents Citation Indx
(c) 2002 Thomson Derwent. All rts. reserv.

04464389 WPI Acc No: 00-686468/67
**Room rate determining method for guest in global reservation transaction
management system, involves comparing room request from guest with forecast
of demand for similar request to determine room rate -**
Patent Assignee: (SYNX-) SYNXIS CORP
Author (Inventor): GEOGHEGAN W; REED E; HENDRICKSON C; PAYZE S; GRAY C
Patent (basic)
   Patent No   Kind Date   Examiner Field of Search
   WO 200043927   A2 000727 (BASIC)
Derwent Week (Basic): 0067
Priority Data: US 118665P (990120)
Applications: AU 200025126 (000120); WO 2000US1444 (000120)
Designated States
     (National): AE; AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY; CA; CH; CN; CR;
        CU; CZ; DE; DK; DM; EE; ES; FI; GB; GD; GE; GH; GM; HR; HU; ID; IL; IN
        ; IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU; LV; MA; MD; MG;
        MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI; SK; SL; TJ; TM
        ; TR; TT; TZ; UA; UG; UZ; VN; YU; ZA; ZW
     (Regional): AT; BE; CH; CY; DE; DK; EA; ES; FI; FR; GB; GH; GM; GR; IE;
        IT; KE; LS; LU; MC; MW; NL; OA; PT; SD; SE; SL; SZ; TZ; UG; ZW
Derwent Class: T01
Int Pat Class: G06F-017/60
Number of Patents: 002
Number of Countries: 089
Number of Cited Patents: 000
Number of Cited Literature References: 000
Number of Citing Patents: 000

1/3,K/3 (Item 1 from file: 345)
DIALOG(R)File 345:Inpadoc/Fam.& Legal Stat
(c) 2002 EPO. All rts. reserv.

16165077
Basic Patent (No,Kind,Date): WO 200043927 A2 20000727   <No. of Patents:
004>
   GLOBAL RESERVATIONS TRANSACTION MANAGEMENT SYSTEM AND METHOD (English)

Patent Assignee: SYNXIS ● P (US)
Author (Inventor): GEOGHEGAN WILLIAM; REED ERIC; HENDRICKSON CRAIG; PAYZE
    SALLY; GRAY CHERYL
Designated States :   (National) AE; AL; AM; AT; AU; AZ; BA; BB; BG; BR; BY
    ; CA; CH; CN; CR; CU; CZ; DE; DK; DM; EE; ES; FI; GB; GD; GE; GH; GM;
    HR; HU; ID; IL; IN; IS; JP; KE; KG; KP; KR; KZ; LC; LK; LR; LS; LT; LU;
    LV; MA; MD; MG; MK; MN; MW; MX; NO; NZ; PL; PT; RO; RU; SD; SE; SG; SI;
    SK; SL; TJ; TM; TR; TT; TZ; UA; UG; UZ; VN; YU; ZA; ZW (Regional) GH;
    GM; KE; LS; MW; SD; SL; SZ; TZ; UG; ZW; AM; AZ; BY; KG; KZ; MD; RU; TJ;
    TM; AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LU; MC; NL; PT;
    SE; BF; BJ; CF; CG; CI; CM; GA; GN; GW; ML; MR; NE; SN; TD; TG
Filing Details: WO 300000 Without international search report and to be
republished upon receipt of that report
IPC: *G06F-017/60;
Language of Document: English
Patent Family:
    Patent No   Kind Date   Applic No   Kind Date
    AU 200025126   A5   20000807   AU 2525126   A   20000120
    EP 1183625   A2   20020306   EP 2000903368   A   20000120
    WO 200043927   A2   20000727   WO 2000US1444   A   20000120   (BASIC)
    WO 200043927   C1   20011101   WO 2000US1444   A   20000120
Priority Data (No,Kind,Date):
    US 118665 P 19990120
    WO 2000US1444 W 20000120

Dialog File: Inpadoc/Fam.& Legal Stat_1968-2002/UD=200224

 1/3,K/4   (Item 1 from file: 348)
DIALOG(R)File 348:EUROPEAN PATENTS
(c) 2002 European Patent Office. All rts. reserv.

·01192043
GLOBAL   RESERVATIONS   TRANSACTION   MANAGEMENT   SYSTEM   **AND METHOD**
TRANSAKTIONS-SYSTEM UND VERFAHREN ZUM GLOBALEN VERWALTEN VON RESERVIERUNGEN
PROCEDE ET SYSTEME DE GESTION GLOBALE D'OPERATIONS DE RESERVATION
PATENT ASSIGNEE:
  Synxis Corporation, (3080760), Suite 300 West, 7927 Jones Branch Drive,
    McLean, VA 22102, (US), (Applicant designated States: all)
INVENTOR:
  GEOGHEGAN, William, 5201 South Toregy Pines Drive, Las Vegas, NV 89118,
    (US)
  REED, Eric, 1672 South Sherman Drive, Denver, CO 80210, (US)
  HENDRICKSON, Craig, 1741 Lyell Canyon Lane, Las Vegas, NV 89134, (US)
  PAYZE, Sally, 321 Branch Drive, Silver Spring, MD 20901, (US)
  GRAY, Cheryl, 4236 Jellison Street, Wheatridge, CO 80033, (US)
LEGAL REPRESENTATIVE:
  Kirschner, Klaus Dieter, Dipl.-Phys. (6506), Schneiders & Behrendt
    Rechtsanwalte - Patentanwalte Sollner Strasse 38, 81479 Munchen, (DE)
PATENT (CC, No, Kind, Date):   EP 1183625 A2 020306 (Basic)
                                 WO 200043927 000727
APPLICATION (CC, No, Date):   EP 2000903368 000120; WO 2000US1444 000120
PRIORITY (CC, No, Date): US 118665 P 990120
DESIGNATED STATES: AT; BE; CH; CY; DE; DK; ES; FI; FR; GB; GR; IE; IT; LI;
  LU; MC; NL; PT; SE
EXTENDED DESIGNATED STATES: AL; LT; LV; MK; RO; SI
INTERNATIONAL PATENT CLASS: G06F-017/60
NOTE:
  No A-document published by EPO
LANGUAGE (Publication,Procedural,Application): English; English; English

 GLOBAL   RESERVATIONS   TRANSACTION   MANAGEMENT   SYSTEM   **AND METHOD**

 1/3,K/5   (Item 1 from file: 349)
DIALOG(R)File 349:PCT FULLTEXT
(c) 2002 WIPO/Univentio. All rts. reserv.

GLOBAL   RESERVATIONS   TRANSACTION   MANAGEMENT   SYSTEM **AND METHOD**
Fulltext Availability:
  Detailed Description
  Claims

Detailed Description
...   availability and pricing when the customer is identified.

  IV. Preferred Implementation of the GRTNIS
  The **GRTMS** replaces the reservation function within the hotel's Property
  Management System with a network hosted reservation service. In cases
  where a Property Management System does not exist, the **GRTMS** provides
  an economical, stand-alone reservation management process for the hotel.
  A unique aspect of the **GRTMS** is that the system may be marketed not
  just to individual lodging properties (including bed...the system
  receiving transactional revenue associated with each realized hotel stay.

  The foundation of the **GRTMS** is a centralized data facility in which all
  availability and pricing is located. Therefore, all transactions within
  the system that affect availability are processed through the **GRTMS** .
  This preferably includes walk-in guests, as well as those who change the
  duration or...

...the guest for the room, the system operator will receive a transaction
fee.

12
The **GRTMS** functional capabilities for individual, multiple, itinerary
group, and automatic reservations are next described. The functional...
gathering corporate client-level statistics, an optional master account
may be specified. Group statistics from **GRTMS** include last activity
date and last rate.
Group statistics from the hotel include arrivals, room...CRS).

Reservation informatio█elds in the external CRS GNR █est must be consistent for the **GRTMS** booking criteria; if not, the request is rejected.

Room Types in each external CRS are...

...one requested.

Guarantee and frequent flyer card codes in the external CRS are mapped to **GRTMS** card codes. Guarantee information must be sufficient for the rate selected.

Guest names, corporate names and travel agents are not be verified in the **GRTMS** database unless accompanied by the appropriate identifier (frequent guest number, corporate ID or IATA number...Configuration and Control
The following is a description of the configuration and control of the **GRTMS** in a preferred embodiment. This includes system topology, chain composition, policy and operational default information...
...defines the status of all hotels in a chain and its access and update constraints. **GRTMS** control information may be limited-access, externally changing or incrementing.

SYSTEm ToPOLOGY
The **GRTMS** supports operations on a variety of computers at one or more physical locations. These operational...CONFIGURATION
The Hotel Configuration defines the detailed status of all hotels in the chain using **GRTMS** . This includes internal and external system identification and authorized operational modes. Note the difference between...

...length of stay allowed in a reservation.

The Control Inforination determines the operation of the **GRTMS** . This Control 1 5 Information may only be inserted or updated by an authorized user...

...limited-access categories: 1) global for the Company (controlled by HQO); 2) central for the **GRTMS** (controlled by CRO);3) regional control of groupings of hotels (controlled by CRO); and 4...
...of dynamic Control Infort-nation.

Incrementing Control Information are certain maintainable sequential numbers for the **GRTMS** . Typical sequential numbers that may be controlled and utilized are.

1 5 reservation confirmation number...

...These sequential numbers are global, but are made into a unique key value within the **GRTMS** by prepending its originating node code to the number. This key also explicitly identifies the...

...that were created using this value.

VIL Booking, Availability and Rate (BAR) ENGINE
OVERVIEW
The **GRTMS** functional capabilities for the Booking, Availability and Rate
(BAR) module (Engine) is next described. Booking...Reservation requests may be denied because some stay restriction is not met.

For example, the **GRTMS** may impose a two-day minimum stay on the requested arrival day, but the caller...information from the PMS system.

SENDING RESERVATIONS
The PMS wrapper receives reservation information from the **GRTMS** Delivery

subsystem and translat●hose objects into the appropr●e PMS specific file format.

These files...

...room change; 6) Guest checkout; 7) Reservation Cancellation (PMS generated); and 8) Preblocked RMS. The **GRTMS** system is notified of any and all of the above state changes through a CORBA...

...wrapper tracks any changes to the guest record.

These changes are relayed back to the **GRTMS** .

45
X. DATA MAINTENANCE INTERFACE
The following is a description of the interface and operation associated with data maintenance in the **GRTMS** . In general, each of the hotels will be responsible for populating much of the initial...

...data maintainer is the person that will enter and maintain the hotel's information within **GRTMS** . This person is familiar with the hotel's operations as well 1 0 as with...

...hotel's information. In addition, the interface will uses the same widgetry as the other **GRTMS** modules such that users can expect the same functionality from each widget regardless 1 5 of the **GRTMS** application they are using.

MAfNTAIN LOGIN SECURITY
In one embodiment, the **GRTMS** uses the operating system's security capabilities to control the user's access to the...

...the data maintenance application in addition to the reservation application.

ENTER SYSTEM CONFIGURATION PARAMETERS
The **GRTMS** system can be configured to function specifically for a hotel's operations. To do this, the **GRTMS** allows each hotel to specify how the system should behave and the values to use...system can book any reservation requesting this attribute combination on this date.

MAINTAIN RATES
The **GRTMS** allows the hotel data maintainer to create rate categories, rate plans and rate seasons. Rate...

...specify maximum, real, or partial attribute combinations to view the availability count.

DATA LOADS
The **GRTMS** is able to load information from external sources into the system.

This includes Travel Agents...

...therefore no interface is needed for maintenance.

50
One of the key functions of the **GRTMS** involves the calculation of Room Prices. The implementation of this function is next described.

RELEVANT...

Claim
...   object technology.
YMS ARCHITECTURE
The YMS of the present invention is tightly coupled with the **GRTMS** . Therefore the YMS has timely access to all data available to and

generated by the
GRTMS . The degree of integration between the   GRTMS   and the YMS may be
selectively varied depending upon various   ...twice a day. In another
embodiment, the YMS operates in realtime in concert with the   GRTMS   and
recommends individual sell strategies on a per call basis. In order to
achieve "in concert" operation, the YMS must be optimized for the   GRTMS
's Attribute Inventory System (AIS) implementation of the Booking1 5
Availability-Rate (BAR) engine. (See...

...the efficacy of YMS controls, allow exploration of "what-if scenarios,
etc.
In operation the   GRTMS   captures and the YMS uses individual call
context
details. This information helps determine the current...

...RAS.
6 1
Eventually this historical data will become more complete and accurate as
the   GRTMS   operates over time. Allowance is made in YMS processing for
inaccuracies and incompleteness of this...

...5) historical spending (other revenue).
Eventually this historical data will become more accurate as the   GRTMS
operates over time. Allowance is made in YMS processing for inaccuracies
and incompleteness of this initial historical data.
For new guests making reservations by   GRTMS   , in addition to the above
information at least the following additional information is preferably
captured...

...reservation by GDS and other external reservation systems may have their
identity hidden from the   GRTMS . hi this case, at least the following
guest information is captured: 1) travel agent IATAN...

...tracking; 3) availability
queries made; and 4) rate queries made
RESULT DATA CAPTURE
Once the   GRTMS   has been installed and its operation has commenced, all
of the following reservation and PMS...
...comped or not); 9) room revenue (actual); and IO) other revenue.
RESERVATION CONTEXT CAPTURE
The   GRTMS   is preferably enhanced to automatically capture the
reservation context encountered during each call session. This...

...artificial intelligence module can then recommend the specific controls
to be applied per day to   GRTMS . The controls to be set are at least the
following: 1) stay controls on hotel...

...human manager, sometimes called a "Space Controller" (SC), may be "in
the loop" between the   GRTMS   and the YMS in an oversight capacity. The
SC is provided with a GUI to...I 0 IN CONCERT OPERATION
The YMS preferably operates in realtime in concert with the   GRTMS . "In
realtime concert" means that during an individual reservation call
session and in response to...

...local (ephemeral) adjustment of 1 5 one or more stay controls which
would cause the   GRTMS   to display more or less than it otherwise would.
The YMS may also make an...

...ACTIVITY SIMULATOR
The YMS Reservation Activity Simulator (RAS) is an adjunct module which
computer simulates   GRTMS   operation. Input to the simulation is captured
actual or emulated guest calls and/or GDS booking requests. Several
GRTMS   operates normally against this input. The output is the
reservation results data described above which...
?t s1/3,k/6-10

1/3,K/6   (Item 1 from file: 573)

0024980765
Product Imported: GRTMS
Product Code: 7985000 (MISCELLANEOUS)

Exporter: APPAREL
      Company Location: PARANAQUE, PHIL R (565)

U.S.-Based Importer: MOVIE STAR
      Company Location: NEW YORK, NY

Product Imported: GRTMS

1/3,K/7   (Item 2 from file: 573)

0024980689
Product Imported: GRTMS
Product Code: 7985000 (MISCELLANEOUS)

Exporter: APPAREL
      Company Location: PARANAQUE, PHIL R (565)

U.S.-Based Importer: MOVIE STAR
      Company Location: NEW YORK, NY

Product Imported: GRTMS

1/3,K/8   (Item 3 from file: 573)

0021671031
Product Imported: GRTMS
Product Code: 3830000 (APPAREL MISC; BELT,HEADWEAR)

Exporter: NA
      Company Location: NA, NA (NA)

U.S.-Based Importer: NA
      Company Location: NA, NA

Product Imported: GRTMS

1/3,K/9   (Item 4 from file: 573)

0021670925
Product Imported: GRTMS
Product Code: 3830000 (APPAREL MISC; BELT,HEADWEAR)

Exporter: NA
      Company Location: NA, NA (NA)

U.S.-Based Importer: NA
      Company Location: NA, NA

Product Imported: GRTMS

DIALOG(R)File 573:Piers Imports(US Ports)

0021534565
Product Imported: GRTMS
Product Code: 3830000 (APPAREL MISC; BELT,HEADWEAR)

Exporter: KYUNG SUNG APPAREL
     Company Location: RIZAL, PHIL R (565)   .

U.S.-Based Importer: IFG
     Company Location: NEW YORK, NY

Product Imported: GRTMS

DIALINDEX(R)
    (c) 2002 The Dialog Corporation plc

*** DIALINDEX search results display in an abbreviated ***
*** format unless you enter the SET DETAIL ON command. ***
?sf all
    You have 570 files in your file list.
    (To see banners, use SHOW FILES command)
?s (synxix or synxis) and (reservation? ? or reserv??? or booking)

Your SELECT statement is:
    s (synxix or synxis) and (reservation? ? or reserv??? or booking)

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        Items    File
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           5       9: Business & Industry(R)_Jul/1994-2002/Jun 21
           4      13: BAMP_2002/Jun W4
           7      15: ABI/Inform(R)_1971-2002/Jun 22
          52      16: Gale Group PROMT(R)_1990-2002/Jun 20
           8      18: Gale Group F&S Index(R)_1988-2002/Jun 21
          57      20: Dialog Global Reporter_1997-2002/Jun 24
Examined  50 files
           4     111: TGG Natl.Newspaper Index(SM)_1979-2002/Jun 20
Examined 100 files
          58     148: Gale Group Trade & Industry DB_1976-2002/Jun 21
           1     178: Adv.& Agency Red Books:Agencies_2002/Jun
Examined 150 files
           5     211: Gale Group Newsearch(TM)_2002/Jun 21
Examined 200 files
           4     275: Gale Group Computer DB(TM)_1983-2002/Jun 21
           1     348: EUROPEAN PATENTS_1978-2002/Jun W03
           1     349: PCT FULLTEXT_1983-2002/UB=20020620,UT=20020613
Examined 250 files
Examined 300 files
           1     483: Newspaper Abs Daily_1986-2002/Jun 21
Examined 350 files
           7     553: Wilson Bus. Abs. FullText_1982-2002/May
           7     570: Gale Group MARS(R)_1984-2002/Jun 20
Examined 400 files
           1     608: KR/T Bus.News._1992-2002/Jun 24
           5     609: Bridge World Markets_2000-2001/Oct 01
          25     610: Business Wire_1999-2002/Jun 24
          17     613: PR Newswire_1999-2002/Jun 24
           9     616: Canada NewsWire_1999-2001/Mar 09
          23     621: Gale Group New Prod.Annou.(R)_1985-2002/Jun 20
           1     635: Business Dateline(R)_1985-2002/Jun 22
           3     636: Gale Group Newsletter DB(TM)_1987-2002/Jun 21
           1     641: Rocky Mountain News_Jun 1989-2002/May 17
Examined 450 files
           1     647: CMP  Computer Fulltext_1988-2002/Jun W3
          24     649: Gale Group Newswire ASAP(TM)_2002/Jun 19
           2     674: Computer News Fulltext_1989-2002/Jun W3
           1     704: (Portland)The Oregonian_1989-2002/Jun 22
           1     713: Atlanta J/Const._1989-2002/Jun 23
Examined 500 files
           1     727: Canadian Newspapers_1990-2002/Jun 18
           1     745: Investext(R) PDF Index_1999--2002/Jun W4
Examined 550 files
          15     781: ProQuest Newsstand_1998-2002/Jun 21
          12     990: NewsRoom Current_2002/Jun 24

   34 files have one or more items; file list includes 570 files.
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Set      Items    Description
S1        365     (SYNXIX OR SYNXIS) AND (RESERVATION? ? OR RESERV??? OR BOO-
                  KING)
S2          0     S1 AND PY<1999
?
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02660934   Supplier Number: 43545209   (THIS IS THE FULLTEXT)
Too Many Rooms At the Inns
Travel Agent, p77
Dec 28, 1992
ISSN: 1053-9360
Language: English   Record Type: Fulltext
Document Type: Magazine/Journal; Trade
Word Count: 2074
TEXT:
It's a buyer's market as more and more hoteliers tap into the agency
distribution system to deal with oversupply.

Hotel overcapacity is the longest-running crisis in the travel and
tourism industry. Although the recession and the Gulf war contributed
significantly to hoteliers' problems, the source of the trouble started in
the '80s with tremendous bouts of hotel building.

According to the accounting firm of Coopers & Lybrand, the occupancy
rate last year sank to 61.3 percent, 3.3 percentage points lower than in
1982, largely due to rapid supply growth in the intervening years. Average
daily rates declined 2.4 percent in real terms and demand dropped 1.2
percent; losses soared to nearly $1,700 per available room.

While the industry is expected to continue to suffer losses at least
through 1995, there are some encouraging signs. Last year, only 28,318
hotel rooms were started, down 60.8 percent from 1990, and little new
building is expected over the next several years. This, combined with
moderate demand growth, will enable occupancy rates to rise in 1994 above
65 percent - what the typical hotel or motel requires to break even,
according to Coopers & Lybrand's projections.

Smith Travel Research, a firm that follows the hotel industry, reports
July 1992 was one of the strongest months for the industry in the last two
years. Supply grew only 1.2 percent, while demand was up 5.4 percent
nationally over July 1991.

The overbuilding was set off by federal tax breaks a decade ago and
fueled by the growth of both large city and suburban office centers. The
growth of airline travel between 1980 and 1990 and the creation of new
kinds of properties also helped. Marriott alone started out in 1980 with
30,000 rooms and ended up in 1990 with 150,000.

One of the outgrowths of overcapacity was segmentation, a concept that
spawned all-suites, extended-stay suites, budget and middle economy hotels,
courtyard properties and others, many of them built in the same areas.
Hoteliers had convinced investors that each hotel would appeal to a
different segment of traveler and therefore wouldn't compete with one
another.

But many analysts and hoteliers who believe demand won't catch up with
supply for some time put much of the blame on segmentation. According to
Hyatt President Darryl Hartley-Leonard, some of these segments were not
economically viable.

Over the last two years, the economy segment of the hotel industry has
fared better than the more expensive properties, and limited service hotels
are expected to continue to be the fastest-growing segment of the lodging
industry. During an economic downturn, these hotels attract more commercial
travelers who do not want to pay for the image offered by luxury
properties, says Dr. Bjorn Hanson, Cooper & Lybrand's hospitality
consulting industry chairman.

Despite low average rates and a proliferation of specials, travel
agents say the situation brings with it more negatives than positives. For
one thing, when hotels discount frequently, they must compensate for the
lost revenues. Since competitive pressures preclude major rate hikes, many
hotels have been reacting with cutbacks in service, physical upkeep, and
food and beverage. These cutbacks have a negative impact on client stays at
hotels, and clients often register their complaints with their travel
agents. As one agent points out: 'When there are service problems at a
hotel, the client often blames the agent.'

Some properties are making up for lower room rates with more add-on

in New York City. Usually, the best hotel in a particular market would be classified as the area's first-class property. The U.S. lodging industry does not have a uniform definition of hotel classes. Terms such as first class, luxury and super-luxury class mean different things to different people.'

When 'over-segmentation' is considered, it usually involves the proliferation of brands under one corporate umbrella. Choice Hotels is not the only hotel company that segments this way, but it serves as the best example since it includes seven brands: Quality Inns, Hotels and Suites; Clarion Hotels, Suites and Resorts; Comfort Inns and Suites; Econo Lodges; Sleep Inns; Rodeway Inns; and Friendship Inns.

With its seven brands, Choice is represented in every market segment, from budget (with Friendship) to luxury (with Clarion), with some crossovers. It has also added 'luxury budget' to the spectrum of market segments, which lands somewhere between economy and mid-price.

By segmenting itself in this way, the company is able to sell more franchisees on its one reservations system. Whether the segments are real or not, each provides some type of differentiation to otherwise competing products.

But Richard M. Howey, assistant professor at the School of Hotel and Restaurant Management, Northern Arizona University, reports in a recent Arizona Hospitality Trends newsletter: 'Many travelers, especially infrequent travelers, generally look for a very small number of characteristics in a lodging facility, and these characteristics tend to be relatively broad in nature. For example, price will always be an important characteristic, as will location of the facility. As the lodging industry becomes more diverse due to increased reliance on product segmentation, many travelers may not be able to - or care to - adequately evaluate the differences between different lodging concepts. What is the actual difference between a budget and a limited-service motel, or between an all-suite and extended-stay hotel?'

Choice Hotels President and Chief Operating Officer Gerald Petitt claims that Choice has not had a problem distinguishing its brands to travel agents or guests. In a Feb. 24 Travel Agent interview, he said, 'Our experience through res and marketing research is that agents can identify which brands fall into which market segment. And I think American travelers have no trouble at all picking up the concept.'

Hyatt President Darryl Hartley-Leonard, however, says, 'Segmentation is the logic that you could take a hotel and in some way convolute it so there would be various, different products for different consumers - as if under the earth there was a whole population waiting to come up if you just invented the right product. Unfortunately, those people aren't there and the industry continues to develop new products when what we need to do is build upon existing products that existing consumers will buy.'

Certain expectations are attached to brand names. Hospitality Valuation Services' Rushmore observes that most chains try to keep their positions within a particular class. But, over time, class rankings have changed for several companies.

Marriott, known for full-facility, first-class hotels, broke into the economy market with Fairfield Inns by Marriott, and the mid-rate market with Courtyard by Marriott. Leaving its class position may be risking the Marriott name, but these properties are freshly built, clean products. In fact, the Courtyard brand's awareness increased from 24.6 percent in 1988 to 63.1 percent in 1991, according to a Lodging Hospitality magazine poll.

Of course, some segments prove to be more popular than others. According to Smith Travel Research's Lodging Outlook, January 1992, for the first time since the beginning of the recession, all service segments reported occupancy increases when compared with the same month of the preceding year. As has been the case throughout the recession, however, the best performance was reported by properties in the upper economy segment, with occupancies up 3.5 percent. This segment continues to realize significant room-night demand growth, which has more than offset the additions to supply.

Lodging Outlook also reported the following:

Suburban properties had the highest increase in room additions and rooms sold.

Despite recent poor performance (due to the recession), resort

properties are positioned to do very well throughout this decade.

No matter how you slice it, of course, a hotel's product is not something you take home with you. In the words of one executive: 'All the guests get is a piece of paper the day they leave saying to pay a certain amount of money for having closed their eyes and fed their faces. Then they ask, was it worth it? If it was, they leave with a good feeling about the place. Otherwise, they just never come back.'

The point is, what separates or identifies one hotel from another isn't tangible. What distinguishes one hotel from another is service; more accurately, the value a guest places on a particular service.

'In the U.S., hotel and motel chains as well as individual properties set standards for service and space - not comfort or cleanliness. A more moderate price means sacrificing service, not physical comfort,' according to a report by the AH&MA.

03353534   Supplier Number: 44646390   (THIS IS THE FULLTEXT)
Hyatt Targets Higher Biz Travel Yields
Business Travel News, p1
May 2, 1994
ISSN: 8750-3670
Language: English   Record Type: Fulltext
Document Type: Tabloid; Trade
Word Count: 994
TEXT:
BY DINA LONG
     CHICAGO - Hyatt **Hotels** Corp. has begun implementing a yield
management system that gives higher **booking** priority to high-return
pieces of corporate business.
     Assuming the program works as intended, Hyatt should be able to hold
more rooms during busy periods for clients under corporate contracts,
groups, guests requiring longer stays, and those willing to pay higher
rates for booking at the last minute.
     That will allow corporations that have negotiated rate deals with
Hyatt to funnel more business through the preferred channel, and at the
same time provide flexibility for corporate clients to book outside the
negotiated deal when circumstances warrant.
     However, in some cases, the system also could shut out more travelers
seeking single-night stays at negotiated or promotional rates during
sold-out periods.
     The system aims to forecast demand more precisely than some other such
systems, primarily by assigning a greater degree of importance to a key
variable: the length of stay.
     This will dovetail with a simultaneous Hyatt initiative also aimed at
freeing up rooms for business travelers: providing 'last-room availability'
 booking for all Hyatt **hotels** to all distribution channels - travel
agencies using CRSs, Hyatt's central **reservation** center, and res centers
of individual Hyatt properties.
     'We will be able to say 'yes' more often when a corporate customer
asks for a longer length of stay over a busy period,' said Gordon Kerr,
senior vice president for Regency Systems Solutions, a newly formed
division of Hyatt.
     'By saying yes to a customer who wants to stay three days, we might
have to say no to a customer who wants to stay only Wednesday night. But
that way, we can set a higher rate through a three-day period, rather than
raise and lower rates on a daily basis or attempt to charge some super
premium rate for a busy night.'
     'What it comes down to is that if anybody's going to walk, it's not
going to be the business traveler,' said Steven Schoen, CEO of the Global
Group, a travel management consulting firm in Burke, Va. 'Hyatt is saying
that if they end up in an overlooked situation, they're going to look at
the yield.'
     'Sellouts can be a problem, especially for business travelers
accustomed to staying at certain hotels,' said Ralph Brown, president of
R.D. Brown Co. of Hoffman Estates, Ill. 'And once you negotiate a rate and
direct employees to a certain property, it doesn't support the objectives
you had if the hotel is sold out.
     All major hotel chains have some form of yield management. But while
Hyatt, Marriott Hotels & Resorts and Holiday Inn Worldwide generally are
considered to be among the most advanced in terms of technological
sophistication, many industry players today are in a mode of rethinking
these systems in some fashion.
     'Yield management was starting to become more prominent in the late
1980s, and then the recession hit and yield management, all of a sudden,
became discount, discount, discount,' said Robert Mandelbaum, research
director at San Francisco-based PKF Consulting.
     'Hotel companies haven't been able to use yield management effectively
because of the recession, the mindset of people, and supply and demand,'
Mandelbaum said. 'It's been overridden by sales departments and management

who were desperate to maintain occupancy and discounted anyway, even when the computer may have said to hold the rates.'

Said Ray Lewis, executive vice president sales and marketing at Holiday Inn, 'Nobody has the ability to implement a true revenue management system today - not Hyatt, not Marriott, not Holiday Inn. There's no customer profiling system in place. In order to make a revenue management system work, you've got to understand who your customers are.'

Lewis said Holiday Inn, Hyatt and others are trying to develop such customer profiling systems, which would link customer data with the front desk, res center and yield management system.

According to Steve Weisz, senior vice president of marketing for Marriott, Hyatt is following Marriott's lead in the yield management arena and now 'will start to approach the kind of system we've had in place for a number of years.' He said Marriott deployed its system six years ago and has continually upgraded it, developing a 'full-blown **demand forecasting** system.'

By way of contrast, ITT Sheraton Corp. employs little computerized yield management. 'Doing too much yield management makes your product look like a commodity - like soybeans or pork bellies,' said Frank Camacho, Sheraton's director of sales for North America.

Hilton Hotels Corp. is continuing to develop a yield management system, but is focusing more of its efforts toward 'component **pricing** ,' which means assuring that the customer perceives greater value with a higher **price** . 'Yield management is only effective when you have demand,' said Hilton marketing vice president Bob Dirks. 'We have to be careful that we're not perceived to be **price** gouging.'

Hyatt has worked for two years with Decision Focus Inc. of Mountain View, Calif., to develop the new yield management system. It will be running systemwide by late September, Kerr said.

The very term 'yield management,' often taken to imply a computerized method for keeping prices at their highest viable level, can strike fear in the hearts of travel managers. But Kerr said they shouldn't worry, and added that, in fact, the program should help make pricing more rational.

'The worst of all words would be if we had a yield management system that started jacking up the price on a busy Wednesday to an unreasonable level. That's unlikely to succeed as a strategy,' he said.

Meanwhile, Hyatt also plans to September to offer complete last-room availability for all properties. Individual hotels' systems will be linked to the chain's central res system and airline CRSs to assure that every distribution channel has access to the very last unsold room.

Hyatt's new Regency Systems unit plans to market the yield management technology - as well as **reservations** and other technology services - to other **hotel** firms. Under its first contract, the unit will provide res services for La Quinta **Inns** .

US 0948736108P1

Creation date: 11-08-2004
Indexing Officer: TWILLIAMS5 - TRACY WILLIAMS
Team: OIPEBackFileIndexing
Dossier: 09487361

Legal Date: 06-25-2002

No.	Doccode	Number of pages
1	SRNT	44

Total number of pages: 44

Remarks:

Order of re-scan issued on ....